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SAMPLE EXAM - DECA

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7 Marketing Interview Questions and Answers

Some of the frequently asked exam questions on marketing concepts are as follows: Q.1. What do you mean by the term marketing research? Ans. The term marketing research relates to the methodology of gathering, reporting, and analysing facts concerning any phase of the marketing activity.

Exam Questions on Marketing Concepts | Marketing Management

Building good relations with the company's various publics

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(internally to employees, externally to customers, other firms, the government, and media) by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events is called

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Sample Final Exam - Marketing Management - Semester, Year. ... The questions on the actual exam are going to be different. Solving this exam is not enough to prepare for the final exam. You must read the book chapters and lecture notes. Also, this exam contains only 20 questions. The final exam will have 50 questions.

Sample Final Exam - Marketing Management - Semester, Year

Below is an example of how time limited an exam can be:
Marketing Exam 1. Exam time = 2 hours; 10 minutes reading

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and preparation; Part 1 (case study) 50% of the marks - Allow 55 minutes (potentially split into 3 different questions - approx. 18 minutes per section) Part 2 (2 questions) 50% of the marks per question - Allow 25 minutes per ...

Professional Academy - The 6 P's of Marketing Exam ...

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